



**DEPARTMENT OF THE ARMY**  
**INSTALLATION MANAGEMENT AGENCY**  
**HEADQUARTERS, U.S. ARMY GARRISON, ALASKA AND FORT RICHARDSON (PROV)**  
**724 POSTAL SERVICE LOOP #6000**  
**FORT RICHARDSON, ALASKA 99505-6000**

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4 MAY 06

MEMORANDUM FOR SEE DISTRIBUTION

SUBJECT: United States Army Garrison Alaska and Fort Richardson (USAG-AK&FR) Well-Being Interactive Customer Evaluation (ICE) Implementation Policy

1. Purpose: The purpose of this memorandum is to define installation/community policy covering applicability, implementation, responsibilities and maintenance of the ICE web site at Fort Richardson, Fort Wainwright and the Seward Army Resort. The ICE web site is an Internet accessible site designed to allow immediate customer feedback to service provider managers of USAG-AK&FR installations.
2. Applicability: This policy governs the purpose and use of the USAG-AK&FR ICE web sites and applies to all service providers, managers, directorates and organizations associated with providing customer service to Fort Richardson, Fort Wainwright and their surrounding military communities.
3. Implementation: The ICE web sites will allow service providers to gain immediate customer feedback and obtain suggestions in improving the quality of service to all constituent groups (Soldiers, Retirees, Veterans, DoD Civilians and Family Members), as well as identify issues affecting their well-being. The ICE sites will be able to be accessed from any computer terminal or kiosk placed in customer service areas. Through the ICE web site the automated customer feedback system will:
  - a. Immediately generate an electronic customer comment to the service provider manager.
  - b. Provide immediate input on the satisfaction level of the service provider to managers, directors, garrison and organizational commanders.
  - c. Allow immediate reporting of customer satisfaction on the services received that affect Army Well-Being.

4. Responsibilities:

a. Service Provider Managers:

(1) Monitor e-mail daily to ensure customer comment responses are within a 72-hour period for those comments requiring a response. Response data must be entered in the Customer Follow-Up in the system's ICE manager area.

(2) Fix areas that may not require a customer response, but may affect customer satisfaction if not resolved.

(3) Ensure questions or event comments added to the service provider information areas are sufficient enough in context and grammatically correct to obtain the desired results.

(4) Ensure additional questions are kept to a minimum to allow customers to submit information in a timely manner.

(5) Ensure service provider data is current.

(6) Promote the ICE Program to provide a better quality of service to customers.

(7) Prepare and submit capability requests to the Directorate of Information Management (DOIM) for acquisition of needed equipment to be used.

(8) Prepare and submit Work Orders to DOIM for connectivity of equipment to local area networks.

(9) Maintain a sufficient amount of ICE customer comment cards in the service provider areas, making them available to customers. This will complement the automated system where a kiosk is not available.

b. Directorate or Organizational Supervisors:

(1) Ensure service provider managers use ICE as the official USAG-AK&FR customer comment system and execute their responsibilities in support of the ICE Program.

(2) Monitor information, comment cards and satisfaction-level ratings.

(3) Submit fixes or better business practices through the Garrison Well-Being Action Council for implementation in the USAG-AK&FR Well-Being Action Plan.

(4) Ensure listings of service provider managers are current and report any changes to the Well-Being Management Office for update.

(5) Use the template provided by the Well-Being Management Office to reproduce ICE comment cards and maintain ICE customer comment card boxes in areas where a kiosk is not cost effective or otherwise practical.

(6) Designate an individual to collect the ICE comment cards responses at the directorate or organizational level and input data into the ICE system, if identified for collection by the Well-Being office. Cards will be collected at least twice weekly to meet the 72-hour response-to-customer requirement.

(7) Return ICE hard copy comment cards entered into the system to the Well-Being Management Office.

c. Directorate of Information Management:

(1) Provide network connectivity and customer access to the ICE web site.

(2) Be the technical advisor to staff elements on Information Technology issues.

d. ICE Sites Administrator and Manager (Well-Being Management Office):

(1) Monitor the ICE sites for errors, out-dated information and consistency of service provider data .

(2) Add and train new service providers and managers as required.

(3) Trouble-shoot user issues.

(4) Forward unresolved site issues to Office of the Secretary of Defense, Quality Management Office, ATTN: ICE Site Administrator, for resolution.

(5) Prepare reports on installation community service providers as needed to assist in maintaining a quality level of service.

(6) Utilize the ICE information as an additional tool to assess the services received function of the Well-Being functional areas.

(7) Promote the use of ICE sites to improve the quality of service and timely response to customers.

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SUBJECT: United States Army Garrison Alaska and Fort Richardson (USAG-AK&FR)  
Well-Being Interactive Customer Evaluation (ICE) Implementation Policy

e. Garrison and Tenant Organization Commanders:

(1) Monitor the ICE Site and evaluate service provider performance.

(2) Promote the use of the ICE system to maintain standard levels of quality service.

5. POC is the Well-Being Management Office, DSN 384-3422/3430.



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